



SUGARBEET SEED
ACH SEEDS®

Product Guide 2024

WESTERN SUGAR SOUTH



Sugarbeet-growing regions across the U.S. have distinct requirements for cultivation and management that dictate unique seed traits and treatment strategies.

All varieties developed for Western Sugar South growers are designed to maximize productivity without sacrificing pest and disease protection. All varieties have tolerance to Aphanomyces, Rhizoctonia and Fusarium and are bred to also include strong rhizomania tolerance.

Our Diamond Plated® Seed treatment series provides additional protection against seedling diseases and certain problematic insects in sugarbeet production. Our seed treatments are designed to protect the true genetic potential of the varieties.

Ask your ACH Seeds Crystal brand sales representative for more details.

For more than 20 years, ACH Seeds has collaborated with researchers and plant breeders to develop sugarbeet seed traits that offer superior disease and pest tolerance without sacrificing yield performance.

Our varieties combine multiple sources of rhizomania tolerance to maximize yield potential. This multi-source rhizomania trait is available in all Crystal varieties in the Western Sugar South market.



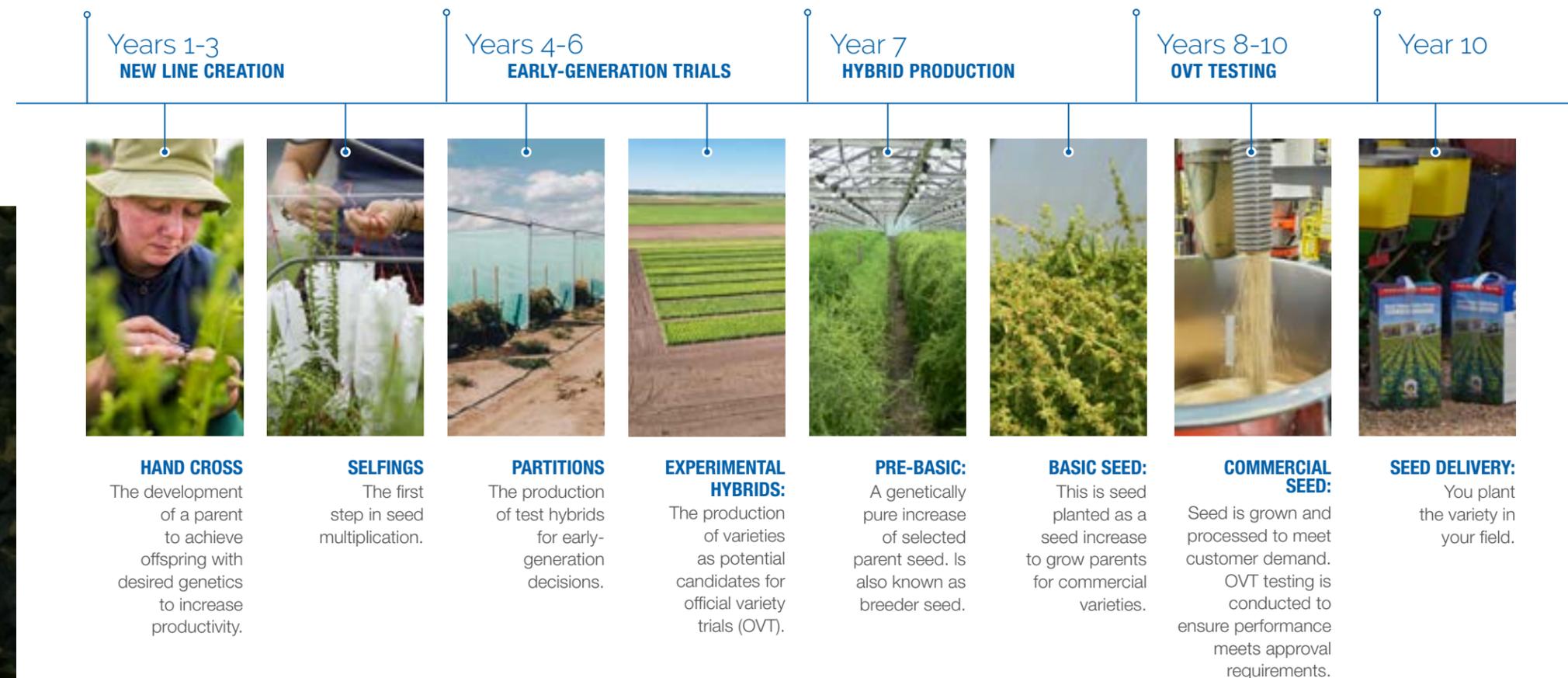
Developing seed varieties for your success.

We take seed variety development very seriously. Putting customers first is also a priority for us. Our sales, marketing and breeding teams collaborate to develop seed varieties growers require for a productive season. Your success informs everything we do.

Ensuring you keep growing.

Our official varieties spend at least 10 years in development before being made available to growers. Sales, marketing and product management representatives convene three times a year to collaborate on hybrid development for each region of the country. Production plans are assembled and revisited over a 2-year period to ensure grower priorities are being met and hybrids in development are performing as expected. That's how we deliver seeds to meet your needs. From field performance to sugar potential, your productivity is our priority.

This brochure includes seed varieties developed for your area of the country. Visit ACHSeeds.com for more information.



Sugarbeet hybrid seed development 10 Years

CR+

The Power of +

CR+ Trait: Disease Protection with Proven Performance

The CR+ trait from KWS delivers Cercospora protection. Plus yield performance. Plus flexibility. Plus ROI.

After three years of use by farmers across North America, Crystal brand hybrids containing the CR+ trait have delivered on the promise of protection and performance. Identified and developed by KWS researchers and plant breeders, growers have benefited from disease tolerance and protection without sacrificing performance.

For growers, this means green sugarbeet leaves until harvest and healthier plants with potentially reduced post-emergent fungicide sprays when compared to conventional Cercospora varieties. Varieties containing the CR+ trait also perform well in both the presence and absence of Cercospora pressure, which means no yield drag in non-disease conditions.

WSS Varieties

CRYSTAL W290NT+



- Excellent Cercospora tolerance with the CR+ trait
- Top performing nematode-tolerant variety
- Complete disease package
- Multisource rhizomania tolerance with strong root aphid



CRYSTAL W058NT

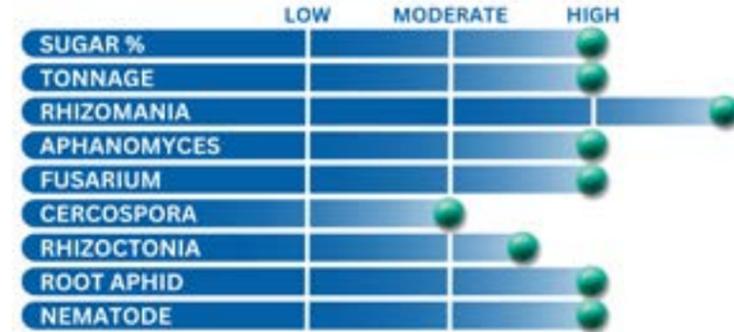
- High performing nematode-tolerant variety
- Balanced sugar and tonnage with an excellent disease package
- Good Aphanomyces and Fusarium tolerance
- Multisource rhizomania tolerance with strong root aphid



WSS Varieties

CRYSTAL W907NT

- Nematode-tolerant variety with high Rhizoctonia tolerance
- Strong root disease variety including high Aphanomyces
- Excellent balance of high sugar and tons
- Multisource rhizomania tolerance with strong root aphid



CRYSTAL W860NT

- Nematode-tolerant variety with high Rhizoctonia tolerance
- Good disease package with Cercospora tolerance
- Excellent balance of high sugar and tons
- Multisource rhizomania tolerance with strong root aphid



CRYSTAL W746NT

- Very strong disease package
- Proven nematode-tolerant variety with a long history of performance
- Good RSA and RST
- Multisource rhizomania tolerance with strong root aphid



Varieties shown in red offer nematode tolerance.



Your ACH Sales Team

Contact your ACH Seeds Crystal brand sales representative to discuss your seed needs today. | ACHSEEDS.COM



RYAN REUTER | WESTERN SUGAR SOUTH ACH SEEDS SALES MANAGER

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Unlike any other year, 2023 was certainly memorable. From drought to an abundance of rain, we have certainly had our share of challenges. At ACH Seeds, we strive to meet these challenges. With the introduction of CR+, we understand disease management is crucial for producing a profitable sugar beet crop in the Western Sugar South region. With this in mind, we continue to push for newer genetics that meet your needs as a grower.

Our tag line of “Good things come from common ground” rings truer now than it ever has. When we work together, great things happen. We look forward to working with you in 2024!

Contact your independent sales agent to learn more about varieties available in your region.

MARK SPAUR

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Our 2023 Winner. Congratulations, Gering High School FFA & Ag Career Pathway!

GHS is one of six organizations across the country selected to receive \$10,000 from the 2023 Homegrown Giving program. With the donation, GHS plans to construct a greenhouse at the high school to provide students with the opportunity to participate in hands-on lessons to explore and learn about food systems. Greenhouse construction will start during the fall 2023 semester and is anticipated to be fully operational for the start of the spring 2024 semester.

“This award benefits not only our FFA chapter and agriculture classroom but the entire school,” says Carrie Johns, GHS agricultural sciences teacher and FFA advisor. “We are currently limited in hands-on activities for our students. The addition of the greenhouse will allow for more projects and opportunities.”

The produce grown in the greenhouse will be used in a farm-to-school program to provide students with nutritious foods in the GHS cafeteria and in the school’s culinary program for education on food production. Extra produce will be donated to the school’s PupPack Backpack Program to supply fresh vegetables for students in need. This project will also help GHS expand their Agriculture Career Pathway program, which helps students learn about agriculture-based career opportunities to help meet growing workforce demands in the community.



We won the 
of our hometown.

Gering, Nebraska

“I’m grateful to ACH Seeds and their Homegrown Giving program for helping us get one step closer to reaching our goal of getting our greenhouse operational this semester. We look forward to continue supporting our community through projects from this addition.”

– Carrie Johns, GHS Agricultural Sciences Teacher and FFA Advisor

“We are proud to partner with GHS and support their efforts in the community. When local communities thrive, everyone benefits. Homegrown Giving empowers and strengthens organizations in those areas working to make real impacts, while also enhancing the future of agriculture.”

– Ryan Reuter, ACH Seeds Sales Manager



MSC Region: Cass City Public Schools
Cass City, Michigan



TASCO Region: Declo High School FFA
Declo, Idaho



WSS Region: Gering High School FFA
& Ag Career Pathway
Gering, Nebraska



WSN/WYS Region: Huntley Project
Schools FFA & Ag Department
Worden, Montana



SMBSC Region: Kerkhoven-Murdock-
Sunburg (KMS) Schools FFA Alumni
Kerkhoven, Minnesota



MDFC Region: West Central Area
(WCA) Schools FFA
Barrett, Minnesota



Congratulations to our 2023
Homegrown Giving Recipients!

VISIT [ACHSEEDS.COM](https://www.achseeds.com) TO LEARN MORE.

